
342 RURAL LOGO SIGN PROGRAM

A contract to expand the Logo Sign Program for freeways onto other rural State highways (Rural Logo Sign Program) was awarded to a Contractor, the Arizona Logo Sign Group, on March 14, 1995 for a 5-year period. See Section 341 of this document.

The Contractor is responsible for determining if businesses comply with eligibility requirements; marketing the program to eligible businesses; applying to ADOT for an encroachment permit for the specific service sign panels; and installing, maintaining, and administering the sign panels and the logo signs.

Specific service signs shall be excluded from the non-freeways in the Phoenix and Tucson areas as follows:

Phoenix:

- US 60, Beardsley Canal to Ellsworth Road
- SR 87, Chandler South City Limit to Salt River Bridge
- SR 88, US 60 to MP 197.50 (200 feet north of Tomahawk Road)

Tucson:

- SB 19, MP 59.00 (between Hughes Plant Road and Los Reales Road) to I-10
- SR 77, I-10 to Oro Valley North City Limit
- SR 86, MP 167.83 (between Century Road and Old Ajo Way) to SB 19

Each local community in Arizona outside the Phoenix and Tucson metropolitan areas has a unique roadway system along with unique needs for business advertising. A single plan or policy to place specific service signs within cities and towns will not meet the needs of Arizona's local communities.

Specific service signs on non-freeways in cities and towns shall not be installed unless the local government agrees to the Community Logo Plan.

342.1 COMMUNITY LOGO PLAN

A Community Logo Plan will be developed for each city or town which desires to have specific service signs installed within its community. A representative from the local government or its designee, the Contractor, and the appropriate ADOT Permit Supervisor will develop the Community Logo Plan.

Straight ahead signing for businesses may be permitted as part of the Community Logo Plan when:

- A. The community has two or more intersecting non-freeway State routes; or
- B. A local road intersects the State highway which is deemed a major decision point for motorists. Major decision points must be approved by the Regional Traffic Engineer.

Specific service sign panels may include the name of the highway on which the business is located either beneath each vertical, left, and right directional arrow or at the bottom of the specific service sign panel.

Trailblazing signs shall be installed along a highway for a business as part of the Community Logo Plan if the business is not located on and is not visible from the crossroad which the motorist was directed to by the specific service sign. Trailblazing signs may be located near all intersections where the direction of the route changes or where it might be questionable as to which roadway to follow.

Where trailblazing signs must be erected along public highways not under the maintenance jurisdiction of ADOT, the Contractor must coordinate with the local authorities for the approval, installation, and maintenance of adequate trailblazing signs to direct the motorists after leaving the State highway. No logo signs may be erected until all necessary trailblazing signs are in place.

Trailblazing signs may duplicate the legend and/or logo used on the specific service sign panel logo or it may consist of two lines of legend. Trailblazing signs shall indicate by arrow the direction to the qualified business. Trailblazing signs may include the type of service and distance to the qualified business. Trailblazing signs shall be limited to six businesses.

342.2 TOURIST-ORIENTED DIRECTIONAL SIGNS

A specific service sign with the legend TOURIST ACTIVITIES may be erected on non-freeways.

If there are three or fewer specific service sign panels on an intersection approach, a TOURIST ACTIVITIES specific service sign may be installed.

No more than four specific service signs shall be installed on any approach to an intersection. In one direction of travel, the successive specific service sign panels shall be erected in the order of TOURIST ACTIVITIES, CAMPING, LODGING, FOOD, and FUEL unless a combination sign is erected.

At intersections with insufficient space available in a single direction for four specific service sign panels or at intersections with requests for all five types of services, service signing priority for the top portion of combination signs shall be in the order of FUEL, FOOD, LODGING, CAMPING, and TOURIST ACTIVITIES, with FUEL having the highest priority.

Where four specific service signs are erected on an intersection approach, TOURIST ACTIVITIES may be combined with any existing specific service only if there are four or fewer logos signs on the existing specific service sign. TOURIST ACTIVITIES shall occupy the bottom portion of the sign.

To be eligible to display a logo sign on a TOURIST ACTIVITIES specific service sign, the following requirements shall be met:

- A. The tourist-oriented business must derive the major (>50%) portion of its income or visitors during the normal business season from motorists not residing in the immediate area of the business. Immediate area is defined as a 20 mile radius from the business.
- B. The business shall be located within three miles of the intersection; if a qualifying responsible operator does not exist within the first three miles, the distance may be extended in three mile increments until a maximum of 15 miles is reached.
- C. The business shall be an activity or location that is one or more of the following:
 - 1) Historic,
 - 2) Cultural,
 - 3) Scientific,
 - 4) Educational,
 - 5) Recreational,
 - 6) Natural phenomena,
 - 7) Area of natural beauty,
 - 8) Area naturally suited for outdoor activity, or
 - 9) Unique commercial activity.

These activities are deemed to be in the interest of the traveling public.

Businesses whose income is primarily from the sale of alcohol which is consumed on the premise are not eligible for logo signs.

If the Contractor questions the eligibility of an applicant for a tourist-oriented logo sign, the Logo Sign Liaison in Central Maintenance shall determine whether the applicant is eligible for the logo sign.

- D. The tourist-oriented business shall not have either an off-premise advertising sign or an official traffic control device which direct motorists to its business within five miles driving distance of the intersection where the logo sign is to be located.
- E. The business shall have adequate parking to accommodate its traffic with a minimum of ten spaces.
- F. Except for undeveloped cultural and historic features, a qualified tourist oriented business shall have:
 - 1. restroom facilities and drinking water;
 - 2. continuous operation at least six hours per day and six days per week during its normal business season; and
 - 3. licensing where required.
- G. Qualified undeveloped cultural and historic features shall include an informational device to provide public knowledge of the feature.

342.3 SERVICES SIGNS

A specific service sign displaying the legend SERVICES may be installed on intersecting approaches on non-freeways when either:

- A. The total number of types of services expected to be leased is three or more, and the total number of logo signs expected to be leased is not less than three and not more than six, or
- B. All five types of services are expected to be leased, and the total number of logo signs expected to be leased is 12 or less. FUEL, FOOD, LODGING, CAMPING, and TOURIST ACTIVITIES sign panels shall be erected prior to the SERVICES sign panel.

No more than one SERVICES sign may be installed on an intersection approach.

A logo sign shall not be displayed on a SERVICES sign if a specific service sign panel exists on the intersection approach for the requested type of service. No more than six logos for a specific type of service may be displayed on an intersection approach.

342.4 APPROVALS

Locations for specific service signs at intersections outside local communities must have the approval of the Regional Traffic Engineer and

the District Permit Supervisor before an encroachment permit is issued and signs are installed.

Community Logo Plans must have the written approval of the representative from the local government or its designee, the Contractor, and the Regional Traffic Engineer before encroachment permits are issued and the Contractor begins marketing the program to the local community.